

Ricardo Limongi França Coelho

List of Publications by Year in descending order

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19
papers

170
citations

1684188

5
h-index

1474206

9
g-index

19
all docs

19
docs citations

19
times ranked

139
citing authors

#	ARTICLE	IF	CITATIONS
1	Assessing the effects of COVID-19-related risk on online shopping behavior. Journal of Marketing Analytics, 2023, 11, 82-94.	3.7	18
2	Effects of Cross-border Merger and Acquisition on the Operational Risk of US and Canadian Companies. Global Business Review, 2022, 23, 1175-1187.	3.1	2
3	Engagement in a social media: an analysis in higher education institutions. Online Information Review, 2022, 46, 256-284.	3.2	7
4	Chocolates e "Legrias": Dilema da Escolha do Canal de Venda. RAC: Revista De Administraço Contempornea, 2021, 25, .	0.4	0
5	Do "Off" ao "On" no Mercado Atacado de Moda: o Potencial de Influenciadores Digitais. Administraço: Ensino E Pesquisa, 2021, 22, .	0.1	0
6	COMUNICAçO BOCA A BOCA COMO INSTRUMENTO DE MARKETING PARA MICRO E PEQUENAS EMPRESAS. Revista Gesto Organizacional, 2021, 14, 175-193.	0.1	0
7	Hoje  dia de postar? Um estudo cross-cultural no Twitter. Revista Brasileira De Marketing, 2021, 20, .	0.2	0
8	Chocolates and "Legrias": Dilemma of the Best Sales Channel. RAC: Revista De Administraço Contempornea, 2021, 25, .	0.4	0
9	How marketing balances the battle between premium and regular products? Brand sales dynamics in an emerging market. International Journal of Emerging Markets, 2020, 15, 1265-1286.	2.2	1
10	Prticas Contemporneas de Marketing: O Caso de Pequenas Empresas de Confecço de Vesturios. Revista De Empreendedorismo E Gesto De Pequenas Empresas, 2020, 9, 408.	0.2	0
11	Preditores da correspondncia intenço-compra e dos nveis de reforço programado de marcas de especialidade. Revista Brasileira De Marketing, 2020, 19, 738-761.	0.2	1
12	Sales-based Brand Equity as a Performance Driver in "The Country of Soccer". RAC: Revista De Administraço Contempornea, 2020, 24, 134-150.	0.4	0
13	Quem Lidera sua Opinio? Influncia dos Formadores de Opinio Digitais no Engajamento. RAC: Revista De Administraço Contempornea, 2018, 22, 115-137.	0.4	19
14	Approaches that Affect Consumer-Based Brand Equity. Revista Brasileira De Marketing, 2017, 16, 281-297.	0.2	1
15	"Engage and attract me, then I'll share you", an analysis of the impact of post category on viral marketing in a social networking site. Revista Brasileira De Gestao De Negocios, 2016, 18, 545-569.	0.5	10
16	Does social media matter for post typology? Impact of post content on Facebook and Instagram metrics. Online Information Review, 2016, 40, 458-471.	3.2	104
17	Experiential learning as teaching strategy for entrepreneurship: assessment of a Brazilian experience. International Journal of Innovation and Learning, 2014, 16, 428.	0.4	6
18	Impacto da Extenso e Interaço de Serviços nas Vendas B2B: Uma Investigaço Temporal na Categoria de Combustveis. Revista Brasileira De Marketing, 2014, 13, 139-154.	0.2	0

#	ARTICLE	IF	CITATIONS
19	Visual merchandising: Uma análise bibliométrica e proposta de pesquisas futuras. Contextus - Revista Contemporânea De Economia E Gestão, 0, 18, 227-238.	0.1	1